

# Nielsen Local Television Market Universe Estimates For 2011-12



When responding to a comment yesterday I realized the last time we posted this information was almost 4 years ago, so I figured an update was in order.

The numbers for the 2012-13 season should be available in about a month and I will post them if I manage to remember.

## Local Television Market Universe Estimates

Estimates as of January 1, 2012 and used throughout the 2011-2012 television season

*Estimates are effective September 24, 2011*

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,387,810	6.444
2	Los Angeles	5,569,780	4.858
3	Chicago	3,493,480	3.047
4	Philadelphia	2,993,370	2.611
5	Dallas-Ft. Worth	2,571,310	2.243
6	San Francisco-Oak-San Jose	2,506,510	2.186
7	Boston (Manchester)	2,379,690	2.076
8	Washington, DC (Hagrstwn)	2,360,180	2.059
9	Atlanta	2,292,640	2.000
10	Houston	2,185,260	1.906
11	Detroit	1,842,650	1.607
12	Seattle-Tacoma	1,811,420	1.580
13	Phoenix (Prescott)	1,811,330	1.580
14	Tampa-St. Pete (Sarasota)	1,788,240	1.560
15	Minneapolis-St. Paul	1,721,940	1.502
16	Miami-Ft. Lauderdale	1,583,800	1.381
17	Denver	1,548,570	1.351
18	Cleveland-Akron (Canton)	1,514,170	1.321
19	Orlando-Daytona Bch-Melbrn	1,465,460	1.278
20	Sacramnto-Stkton-Modesto	1,388,570	1.211
21	St. Louis	1,253,920	1.094
22	Portland, OR	1,190,010	1.038
23	Pittsburgh	1,171,490	1.022
24	Raleigh-Durham (Fayetteville)	1,143,420	0.997
25	Charlotte	1,140,900	0.995
26	Indianapolis	1,109,970	0.968
27	Baltimore	1,097,310	0.957
28	San Diego	1,077,600	0.940
29	<b>Nashville</b>	1,024,560	0.894
30	Hartford & New Haven	1,006,280	0.878

31	Kansas City	939,740	0.820
32	Columbus, OH	932,680	0.814
33	Salt Lake City	927,540	0.809
34	Milwaukee	907,660	0.792
35	Cincinnati	896,090	0.782
36	San Antonio	880,690	0.768
37	Greenville-Spartanburg-Asheville	860,930	0.751
38	West Palm Beach-Ft. Pierce	788,020	0.687
39	Birmingham (Ann and Tusc)	738,790	0.644
40	Las Vegas	737,300	0.643
41	Harrisburg-Lancaster-Lebanon-York	729,440	0.636
42	Grand Rapids-Kalamazoo-Battle Creek	722,150	0.630
43	Norfolk-Portsmouth-Newport News	718,750	0.627
44	Oklahoma City	712,630	0.622
45	Albuquerque-Santa Fe	710,050	0.619
46	Greensboro-High Point-Winston-Salem	691,200	0.603
47	Austin	686,830	0.599
48	Louisville	674,050	0.588
49	Memphis	669,940	0.584
50	Jacksonville	669,840	0.584
51	Buffalo	645,190	0.563
52	New Orleans	643,660	0.561
53	Providence-New Bedford	620,010	0.541
54	Wilkes Barre-Scranton-Hazleton	590,740	0.515
55	Fresno-Visalia	574,800	0.501
56	Little Rock-Pine Bluff	571,630	0.499
57	Richmond-Petersburg	559,390	0.488
58	Albany-Schenectady-Troy	551,120	0.481
59	Tulsa	529,100	0.461
60	Mobile-Pensacola (Ft. Walton Beach)	527,930	0.460
61	Knoxville	527,790	0.460
62	Ft. Myers-Naples	504,240	0.440
63	Dayton	493,600	0.431
64	Lexington	488,850	0.426
65	Charleston-Huntington	465,030	0.406
66	Roanoke-Lynchburg	455,860	0.398
67	Wichita-Hutchinson Plus	454,590	0.397
68	Flint-Saginaw-Bay City	451,880	0.394
69	Green Bay-Appleton	445,760	0.389
70	Tucson (Sierra Vista)	442,020	0.386
71	Honolulu	434,730	0.379
72	Des Moines-Ames	431,300	0.376
73	Spokane	426,690	0.372
74	Toledo	426,280	0.372
75	Springfield, MO	423,010	0.369
76	Omaha	415,510	0.362
77	Columbia, SC	404,830	0.353
78	Portland-Auburn	401,370	0.350
79	Rochester, NY	398,790	0.348
80	Huntsville-Decatur (Flt.)	394,010	0.344
81	Paducah-Cape Girardeau-Hartsville	393,330	0.343
82	Champaign-Springfield-Decatur	386,160	0.337
83	Shreveport	386,150	0.337
84	Syracuse	386,090	0.337
85	Madison	378,290	0.330
86	Chattanooga	366,790	0.320
87	Harlingen-Webster-McAllen	361,820	0.316
88	Waco-Temple-Bryan	353,190	0.308
89	Cedar Rapids-Whitewater-Iowa City&Dubuque	344,150	0.300
90	Colorado Springs-Pueblo	343,160	0.299
91	El Paso (Las Cruces)	336,570	0.294
92	Savannah	335,080	0.292

93	Jackson, MS	334,530	0.292
94	Baton Rouge	333,010	0.290
95	Burlington-Plattsburgh	323,750	0.282
96	Tri-Cities, TN-VA	323,640	0.282
97	South Bend-Elkhart	322,090	0.281
98	Charleston, SC	311,260	0.271
99	Greenville-N.Bern-Washngtn	307,610	0.268
100	Davenport-R.Island-Moline	307,050	0.268
101	Ft. Smith-Fay-Sprngdl-Rgrs	301,120	0.263
102	Johnstown-Altoona-St Colge	294,770	0.257
103	Myrtle Beach-Florence	289,060	0.252
104	Evansville	287,880	0.251
105	Lincoln & Hastings-Krny	280,310	0.244
106	Tallahassee-Thomasville	272,520	0.238
107	Tyler-Longview(Lfkn&Ncgd)	271,400	0.237
108	Reno	271,020	0.236
109	Ft. Wayne	267,710	0.234
110	Youngstown	263,850	0.230
111	Augusta-Aiken	262,560	0.229
112	Boise	261,810	0.228
113	Sioux Falls(Mitchell)	261,530	0.228
114	Springfield-Holyoke	257,080	0.224
115	Lansing	252,890	0.221
116	Peoria-Bloomington	247,850	0.216
117	Fargo-Valley City	246,780	0.215
118	Macon	245,910	0.214
119	Montgomery-Selma	245,100	0.214
120	Traverse City-Cadillac	244,050	0.213
121	Eugene	241,270	0.210
122	SantaBarbra-SanMar-SanLuOb	230,830	0.201
123	Yakima-Pasco-Rchlnd-Knnwck	230,010	0.201
124	Lafayette, LA	229,320	0.200
125	Monterey-Salinas	223,620	0.195
126	Bakersfield	221,920	0.194
127	Columbus, GA (Opelika, AL)	215,410	0.188
128	La Crosse-Eau Claire	213,660	0.186
129	Corpus Christi	203,550	0.178
130	Amarillo	195,650	0.171
131	Chico-Redding	194,590	0.170
132	Wilmington	190,730	0.166
133	Columbus-Tupelo-W Pnt-Hstn	189,910	0.166
134	Rockford	184,360	0.161
135	Wausau-Rhineland	181,280	0.158
136	Topeka	177,710	0.155
137	Monroe-El Dorado	177,410	0.155
138	Columbia-Jefferson City	176,470	0.154
139	Duluth-Superior	173,710	0.152
140	Medford-Klamath Falls	170,670	0.149
141	Beaumont-Port Arthur	168,420	0.147
142	Wichita Falls & Lawton	160,540	0.140
143	Lubbock	160,160	0.140
144	Salisbury	159,640	0.139
145	Palm Springs	158,440	0.138
146	Erie	157,730	0.138
147	Sioux City	157,060	0.137
148	Anchorage	155,600	0.136
149	Joplin-Pittsburg	153,910	0.134
150	Albany, GA	151,620	0.132
151	Odessa-Midland	146,040	0.127
152	Minot-Bsmrck-Dcknsn(Wlstn)	145,480	0.127
153	Rochestr-Mason City-Austin	145,450	0.127
154	Terre Haute	142,780	0.125

155	Bangor	141,580	0.123
156	Bluefield-Beckley-Oak Hill	137,380	0.120
157	Binghamton	136,730	0.119
158	Wheeling-Steubenville	133,120	0.116
159	Panama City	132,120	0.115
160	Idaho Falls-Pocatillo(Jcks)	128,940	0.112
161	Sherman-Ada	128,790	0.112
162	Biloxi-Gulfport	128,150	0.112
163	Gainesville	124,730	0.109
164	Abilene-Sweetwater	115,630	0.101
165	Missoula	114,590	0.100
166	Yuma-El Centro	112,850	0.098
167	Hattiesburg-Laurel	111,560	0.097
168	Billings	109,940	0.096
169	Dothan	109,080	0.095
170	Clarksburg-Weston	108,980	0.095
171	Quincy-Hannibal-Keokuk	104,790	0.091
172	Utica	104,750	0.091
173	Rapid City	100,120	0.087
174	Elmira (Corning)	96,600	0.084
175	Lake Charles	94,850	0.083
176	Jackson, TN	94,650	0.083
177	Watertown	93,090	0.081
178	Harrisonburg	91,620	0.080
179	Alexandria, LA	90,160	0.079
180	Marquette	85,230	0.074
181	Jonesboro	81,300	0.071
182	Bowling Green	79,990	0.070
183	Charlottesville	74,630	0.065
184	Grand Junction-Montrose	72,970	0.064
185	Laredo	72,060	0.063
186	Meridian	70,190	0.061
187	Greenwood-Greenville	67,730	0.059
188	Lafayette, IN	67,260	0.059
189	Butte-Bozeman	66,910	0.058
190	Great Falls	66,190	0.058
191	Twin Falls	65,800	0.057
192	Parkersburg	63,120	0.055
193	Bend, OR	62,620	0.055
194	Eureka	61,180	0.053
195	Cheyenne-Scottsbluff	56,640	0.049
196	Casper-Riverton	56,460	0.049
197	San Angelo	55,570	0.048
198	Mankato	53,720	0.047
199	Ottumwa-Kirkville	47,810	0.042
200	St. Joseph	46,690	0.041
201	Lima	39,350	0.034
202	Fairbanks	37,010	0.032
203	Zanesville	33,140	0.029
204	Victoria	31,540	0.028
205	Presque Isle	29,850	0.026
206	Helena	28,050	0.024
207	Juneau	25,500	0.022
208	Alpena	17,100	0.015
209	North Platte	15,180	0.013
210	Glendive	4,180	0.004
	<b>NSI Total U.S.</b>	<b>114,649,310</b>	<b>100.000</b>

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